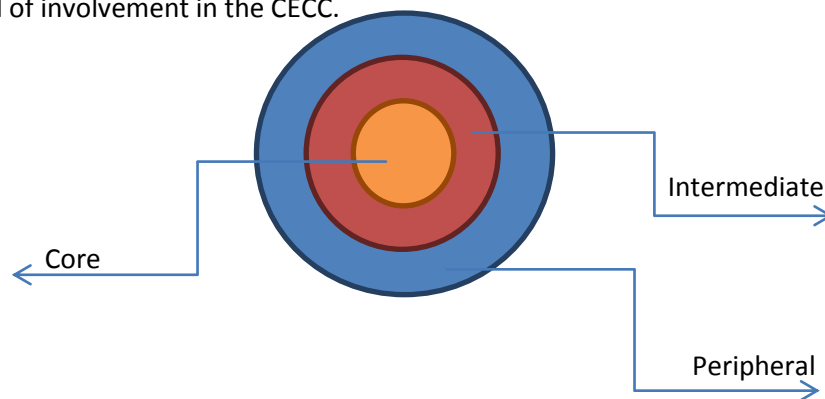


Communication with stakeholders and Community Early Childhood Councils.

1. **Communication**- the Big Picture v. the X-ray.—Big picture...CECCs focus on 1.)Quality Environments, 2.) Supporting Families, and 3.)Data Acquisition and Sharing. The Big Picture is the elevator speech that every members of the council should be able to recite without thinking. There should be a cadre of CECC members who can make presentations to community groups, potential funders, and other possible collaborative partners. The X-ray consists of information that is known by the core group of “movers and shakers” within the community.
2. **Who Are Your Stakeholders?** At a minimum, each CECC has three...1 ECE provider, 1 HS provider, and one representative from the LEA. In addition, CECCs should strive to add government and business representatives. Both government and business have a vested interest in children who are well prepared for school entry.
3. **Level of involvement**—Not all stakeholders need or want (or are even in a position to offer input in) the same level of involvement in the CECC.



Consider how useful your communications are to different constituencies and tailor the particular piece to that level. Avoid, whenever possible, communication overload. It is helpful to attempt to identify others in the community who are doing some of what the CECC is seeking to do. Collaborative partners are those people and agencies who can benefit the CECC from their activities and who can benefit in their work from the activities of the CECC. For instance, a community group with a social mission might be offering child care for parents' night out events. The CECC can provide information on the STARS program to those parents either via handout/flyers, short parent presentation, at drop off and pick up.

Things that have worked: 1. A community event/forum focusing on ECE hosted by the local Judge Executive. The cache of an invitation coming from a prominent host drives attendance at the event. The host does only that...hosts the activity. 2. Invitations to policy makers, legislators, and reporters to attend events. Especially during the times when the legislature is not in session, elected officials want to be seen by their constituencies. 3. Online (Survey Monkey) for needs assessments and registrations for activities.

Things that have not worked: 1. Printed newsletters, pen and paper registrations, hard copy announcements of upcoming activities. 2. Blue-ribbon council members—CECCs are a lot of work and the tasks required are better shared among many. 3. Pages on other organizations' websites without content managements rights.

Things that may work but are still new: Twitter, Facebook, Blogs.